

Express Mail Label EV139296508US

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#8114w  
PATENT  
*Profm*



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF: Jeffrey P. Bezos *et al.*

APPLICATION No.: 09/437,815

FILED: November 10, 1999

FOR: METHOD AND SYSTEM FOR ALLOCATING  
DISPLAY SPACE

EXAMINER: Jeffrey D. Carlson

ART UNIT: 3622

CONF. No: 8505

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GROUP 3600

Amendment Under 37 C.F.R. § 1.111

Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

The present communication responds to the Office Action dated September 25, 2002 in the above-identified application. Please amend the application as follows. The attached Appendix presents a marked-up version of the changes made to the specification and claims by the current amendment.

In the Claims.

Following is a complete listing of the claims pending in the application, as amended:

1. (Amended) A method in a computer system for allocating display space on a web page, the method comprising:  
receiving multiple bids indicating a bid amount, an advertisement, and a requested number of web pages on which the advertisement is to be placed during a time period;  
receiving a request to provide the web page to a user;  
selecting, based at least in part on review of bid amounts and on a likelihood that the advertisement will be placed on the requested number of web pages during the time period, a received bid whose bid amount is not the

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